Please enter the following amendments and remarks:

AMENDMENT TO THE CLAIMS

Claim 1.   (previously presented) A system for creating an affinity group of portable

communications device users comprising:

   means for providing wireless communication between said users;

   means for storing gaming profile data relating to each of said users, said means for storing

being operatively connected to the means for providing wireless communications; and

   means for (a) comparing the gaming profile data of different ones of said users, and (b)

associating users with the affinity group based on the gaming profile data comparison to thereby

create the group, said means for comparing and associating being operatively connected to the

means for storing;

   wherein the gaming profile data includes billing information, affinity group memberships,

portable communications device model, game applications resident on the user's portable

communications device, user skill level, portable communications device usage level, any wireless

connectivity, and inclusion and exclusion of other users.

Claim 2-10. (cancelled)

Claim 11.   (original) The system of Claim 1 further comprising means for a user to include

herself in an affinity group notwithstanding the failure of the means for comparing and associating

to associate the user with the affinity group.

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Claim 12.   (previously presented) A system for creating an affinity group of portable communications device users comprising:

means for providing wireless communication between said users;

means for storing gaming profile data relating to each of said users, said means for storing being operatively connected to the means for providing wireless communications; and

means for (a) comparing the gaming profile data of each of said users with a predefined affinity group definition, and (b) associating users with the affinity group based on the comparison user gaming profile data with the predefined affinity group definition to thereby create the group, said means for comparing and associating being operatively connected to the means for storing;

wherein the gaming profile data includes billing information, affinity group memberships, portable communications device model, game applications resident on the user's portable communications device, user skill level, portable communications device usage level, any wireless connectivity, and inclusion and exclusion of other users.

Claim 13-22. (cancelled)

Claim 23.   (original) The system of Claim 12 further comprising means for a user to include herself in an affinity group notwithstanding the failure of the means for comparing and associating to associate the user with the affinity group.

Claim 24.   (previously presented) A method of creating an affinity group of portable communications device users comprising the steps of:

providing wireless communication between said users; receiving gaming profile data relating to each of said users; storing the gaming profile data relating to each of said users;

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comparing the stored gaming profile data of different ones of said users; and

associating users with the affinity group based on the gaming profile data comparison;

wherein the gaming profile data includes billing information, affinity group memberships,

portable communications device model, game applications resident on the user's portable

communications device, user skill level, portable communications device usage level, any wireless

connectivity, and inclusion and exclusion of other users.

Claim 25-35.   (cancelled)

Claim 36.   (previously presented) A method of creating an affinity group of portable

communications device users comprising the steps of:

providing wireless communication between said users;

receiving gaming profile data relating to each of said users; storing the gaming profile data

relating to each of said users;

comparing the gaming profile data of a plurality of said users with a predefined affinity

group definition; and

associating users with the affinity group based on the comparison of the user gaming profile

data with the predefined affinity group definition to thereby create the group;

wherein the gaming profile data includes billing information, affinity group memberships,

portable communications device model, game applications resident on the user's portable

communications device, user skill level, portable communications device usage level, any wireless

connectivity, and inclusion and exclusion of other users.

Claim 37-47. (cancelled)

Claim 48.   (previously presented) A method of creating an affinity group of wireless telephone users in realtime comprising the steps of:

providing wireless telephone communication between said users;

accessing gaming profile data relating to selected ones of said users;

comparing the accessed gaming profile data of different ones of said users; and

associating users with the affinity group based on the gaming profile data comparison;

wherein the gaming profile data includes billing information, affinity group memberships, portable communications device model, game applications resident on the user's portable communications device, user skill level, portable communications device usage level, any wireless connectivity, and inclusion and exclusion of other users.

Claim 49-50.   (cancelled)

Claim 51.   (previously presented) A method of creating an affinity group of wireless telephone users in realtime comprising the steps of:

providing wireless telephone communication between said users;

accessing gaming profile data relating to selected ones of said users;

comparing the accessed gaming profile data with a predefined affinity group definition; and

associating users with the affinity group based on the comparison of the gaming profile data with the predefined affinity group definition;

wherein the gaming profile data includes billing information, affinity group memberships, portable communications device model, game applications resident on the user's portable

communications device, user skill level, portable communications device usage level, any wireless

connectivity, and inclusion and exclusion of other users.

Claim 52-53.   (cancelled)

Claim 54.   (previously presented) A method of maintaining a group of portable communications

device users associated with an affinity group based on comparisons of stored user gaming profile

data, said method comprising the steps of:

  receiving updated gaming profile data relating to users;

  modifying the stored user gaming profile data based on the received updated gaming profile

data;

  comparing the modified user gaming profile data of different ones of said users; and

  modifying as needed the users associated with the affinity group based on the modified user

profile comparison;

  wherein the gaming profile data includes billing information, affinity group memberships,

portable communications device model, game applications resident on the user's portable

communications device, user skill level, portable communications device usage level, any wireless

connectivity, and inclusion and exclusion of other users.

Claim 55.   (cancelled)

Claim 56.   (presently presented) A system for distributing content to an affinity group of

portable communications device users comprising:

  means for providing portable communications device communication between said users;

  means for storing gaming profile data relating to each of said users, said means for storing

being operatively connected to the means for providing communication; means for (a) comparing

the gaming profile data of different ones of said users, and (b) associating users with the affinity

group based on the gaming profile data comparison to thereby create the group, said means for comparing and associating being operatively connected to the means for storing; and

means for selecting content for and distributing content to said users based on their inclusion in an affinity group, said means for selecting and distributing being operatively connected to the means for providing communication and the means for comparing and associating;

wherein the gaming profile data includes billing information, affinity group memberships, portable communications device model, game applications resident on the user's portable communications device, user skill level, portable communications device usage level, any wireless connectivity, and inclusion and exclusion of other users.

Claim 57-65. (cancelled)

Claim 66. (original) The system of Claim 56 further comprising means for a user to include herself in an affinity group notwithstanding the failure of the means for comparing and associating to associate the user with the affinity group.

Claim 67. (previously presented) A system for distributing content to an affinity group of portable communications device users comprising:

means for providing communication between said users;

means for storing gaming profile data relating to each of said users, said means for storing being operatively connected to the means for providing communication; means for (a) comparing the gaming profile data of each of said users with a predefined affinity group definition, and (b) associating users with the affinity group based on the comparison user gaming profile data with the predefined affinity group definition to thereby create the group, said means for comparing and associating being operatively connected to the means for storing; and

means for selecting content for and distributing content to said users based on their inclusion in an affinity group, said means for selecting and distributing being operatively connected to the means for providing communication and the means for comparing and associating;

wherein the gaming profile data includes billing information, affinity group memberships, portable communications device model, game applications resident on the user's portable communications device, user skill level, portable communications device usage level, any wireless connectivity, and inclusion and exclusion of other users.

Claim 68-77. (cancelled)

Claim 78.   (original) The system of Claim 67 further comprising means for a user to include herself in an affinity group notwithstanding the failure of the means for comparing and associating to associate the user with the affinity group.

Claim 79.   (previously presented) A method of distributing targeted content to an affinity group of portable communications device users comprising the steps of:

providing wireless communication between a plurality of users;

receiving gaming profile data relating to selected ones of said users;

storing the gaming profile data relating to said users;

comparing the stored gaming profile data of different ones of said users; associating users with the affinity group based on the gaming profile data comparison; and

distributing targeted content to the affinity group;

wherein the gaming profile data includes billing information, affinity group memberships, portable communications device model, game applications resident on the user's portable communications device, user skill level, portable communications device usage level, any wireless connectivity, and inclusion and exclusion of other users.

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Claim 80.   (original) The method of Claim 79 wherein the targeted content comprises a game application.

Claim 81.   (presently presented) A method of distributing targeted content to an affinity group of portable communications device users comprising the steps of:

   providing wireless communication between a plurality of users;

   receiving gaming profile data relating to selected ones of said users;

   storing the gaming profile data relating to said users;

   comparing the gaming profile data a plurality of said selected users with a predefined affinity group definition;

   associating users with the affinity group based on the comparison of the user gaming profile data with the predefined affinity group definition to thereby create the group; and

      distributing targeted content to said users in the affinity group;

      wherein the gaming profile data includes billing information, affinity group memberships, portable communications device model, game applications resident on the user's portable communications device, user skill level, portable communications device usage level, any wireless connectivity, and inclusion and exclusion of other users.

Claim 82.   (original) The method of Claim 81 wherein the targeted content comprises a game application.